

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Creative Innovators Associates, LLC	03/01/2010
RECEIVING PARTY DATA	
Name:	AIS, LLC
Street Address:	129 Birch Hill Road
City:	Locust Valley
State/Country:	NEW YORK
Postal Code:	11560
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	09645794
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	17246-002
NAME OF SUBMITTER:	Walter G. Hanchuk
Total Attachments: 3 source=09645794_assn#page1.tif source=09645794_assn#page2.tif source=09645794_assn#page3.tif	

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ASSIGNMENT OF PATENT

This ASSIGNMENT OF PATENT, effective as of January 1, 2008 ("Assignment"), is by CREATIVE INNOVATORS ASSOCIATES, LLC a New York Limited Liability Company with an office at 999 Stewart Avenue, Bethpage, NY 11714 ("Assignor"), in favor of AIS, LLC, a Delaware Limited Liability Company with an office at 129 Birch Hill Road, Locust Valley, NY 11560 ("Assignee").

W I T N E S S E T H

WHEREAS, Assignor is the owner of U.S. Patent Application Serial No. 09/645,794 which has issued as U.S. Patent No. 7,349,860 entitled "Insurance Incentive Program Having a Term of Years for Promoting the Purchase or Lease of an Automobile" as well as the designs and inventions disclosed and claimed therein, which patent is the subject of a registration in the United States Patent and Trademark Office as described on Schedule A (the "Patent"); and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, convey, transfer, and deliver to Assignee, for its own use and enjoyment, and for the use and enjoyment of its successors, assigns and other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, all of Assignor's right, title, and interest in and to the Patent (including any utility and design patents, industrial designs and utility models included therein, disclosed thereby or that result from the Patent), together with all reissuances, continuations, continuations-in-part, divisions, revisions, supplementary protection certificates, extensions and re-examinations thereof, together with all rights to sue for and remedies against past, present and future infringements of any or all of the foregoing and rights of priority and protection of interests therein under the laws of any jurisdiction worldwide.

Assignor further agrees, without further consideration, to cause to be performed such lawful acts and to be executed such further assignments and other lawful documents as Assignee may reasonably request to effectuate fully this Assignment and to permit Assignee to be duly recorded as the registered owner and proprietor of the rights hereby conveyed.

[Signature page follows]

IN WITNESS WHEREOF, the undersigned has caused this Assignment to be executed effective as of the date above first written.

ASSIGNOR:

Creative Innovators Associates, LLC

By: Robert Wallach

Name: Robert Wallach

Title: Chairman & CEO

Date: 3/1/10

STATE OF New York
COUNTY OF New York) SS.

I, a notary public, in and for the county and state aforesaid, do hereby certify that Robert Wallach, known to me to be the Chairman and CEO of Creative Innovators Associates, appeared before me this day in person and acknowledged that he signed the above and foregoing instrument as his free and voluntary act.

IN WITNESS WHEREOF, I have hereunto set my hand and notarial seal this 1st day of March, 2010.

FRANCIS L. McGRATH
Notary Public, State of New York
No. 01MC5062702
Qualified in New York County
Commission Expires ~~July 1, 1998~~

Francis L. McGrath
Notary Public

My commission expires: August 10, 2010

[Signature Page to Assignment of Patent]

Schedule A

Patent

Patent Application Serial No. / Patent No.	Title	Date Filed/Date Issued
09/645,794 / 7,349,860	Insurance Incentive Program Having a Term of Years for Promoting the Purchase or Lease of an Automobile	August 24, 2000 / March 25, 2008

NY2 - 539321.01